



poupon

About poupon

- poupon is a new firm
- poupon establisher, Ms. Vered Orbach, served for the past ten years as the marketing director of Chemipal.
- poupon main purpose - to locate, import and market unique brands to the Israeli's babies market.
- Motsesim, one of the largest Israeli baby products chains, is a financial and strategic partner of poupon.
- poupon's sales and distribution is based on Chemipal, one of the largest distributors in Israel.

poupon vision – health & innovation

- To provide Israeli mothers the best baby products
- To enhance the bonding experience between parents and their babies
- To market only top quality products that can benefit mothers and their baby
- To promote a happier and healthier growing environment for babies and children in Israel

Chemipal



- The largest distributor of Pharma products in the Israeli market (annual turnover of more than 200 million dollars)
- Established in 1941 and today one of the 100 largest companies in Israel according to the D&B guide
- A public company that maintain its familial nature, although it occupies more than 200 employees.

Chemipal - fields of activity



- Chemipal has been active in the distribution, sale and marketing of:
 - Non-prescription medicines (OTC products)
 - Lifestyle and care products
 - Health and self care products
 - Infant/child products

Chemipal - customer base



Direct sales:

- Independent pharmacies
- Drugstores
- Health funds
- Health institutions
- Baby products stores
- Natural product stores

Indirect sales:

- Food chains
- D.I.Y
- Food stores

Who is Ms. Vered Orbach?

- As a marketing director of Chemipal I was committed to:
 - Take international brands and turn them into Israeli market leaders
 - Create innovative marketing plans and implement them
 - Be the company's representative and contact for all international relations and alliances
 - Maintain good relations with the company's large customer base
 - Create and implement all advertising, marketing communication, business development and PR plans
 - Maintain the profitability of my division, which was the most profitable in the company

Some of the brands I was in charge of

The logo for 3M, consisting of the letters '3M' in a bold, red, sans-serif font.The logo for AND, consisting of the letters 'AND' in a bold, blue, sans-serif font.The logo for AVENT Naturally, featuring the word 'AVENT' in a colorful, blocky font (A is green, V is blue, E is yellow, N is blue, T is orange) and the word 'Naturally' in a blue, cursive script below it.The logo for Scholl, featuring the word 'Scholl' in white, sans-serif font inside a blue oval with a yellow border.

כל מה שטוב לרגליים

The logo for ARTSANA, consisting of the word 'ARTSANA' in white, sans-serif font inside a red rectangle.The logo for CARE diagnostica, featuring the word 'CARE' in a bold, blue, sans-serif font and 'diagnostica' in a smaller, blue, sans-serif font below it.The logo for UEBE Medical GmbH, featuring the word 'UEBE' in a bold, blue, sans-serif font with a red cross symbol above the 'U', and 'Medical GmbH' in a smaller, blue, sans-serif font below it.The logo for VEGA, consisting of the word 'VEGA' in a bold, grey, sans-serif font.The logo for YES or NO, featuring the words 'YES' and 'NO' in a bold, blue, sans-serif font, with 'or' in a smaller, blue, sans-serif font between them, all enclosed in a blue rectangular border.

• All of which became market leaders in the Israeli market.

Achievements

- My advertising and promotion activities combined with my extraordinary relations with our retailers led to marvelous achievements:
 - 80% market share of Avent bottles (before the BPA crisis)
 - Significant store space and various POS in all major networks and baby stores
 - Bringing innovation into the Israeli babies market
 - Taking private labels and turning them into market leaders
- I have managed to produce innovative and unique campaigns while limiting myself to budget constraints.

Advertising & POS Examples



פוקי, בקבוקי, פוקי
כל חיסון קורא לנבואה שיהא אחרת... אבל כשאילך, אסא
בקבוק זה תמיד, אונט

החיסון פוקי הוא חיסון מומחה לטיפול בחיסון נגד חיסון פוקי. החיסון פוקי הוא חיסון מומחה לטיפול בחיסון נגד חיסון פוקי. החיסון פוקי הוא חיסון מומחה לטיפול בחיסון נגד חיסון פוקי.

אפנטולוג'ס רגעים



צצי, תתי, מוצצי
כל חיסון קורא למוצץ שיהא אחרת... אבל כשאילך, אסא
מוצץ זה תמיד, אונט

החיסון מוצצי הוא חיסון מומחה לטיפול בחיסון נגד חיסון מוצצי. החיסון מוצצי הוא חיסון מומחה לטיפול בחיסון נגד חיסון מוצצי. החיסון מוצצי הוא חיסון מומחה לטיפול בחיסון נגד חיסון מוצצי.



אפנטולוג'ס רגעים

Advertising & POS Examples



Advertising & POS Examples



The Israeli Market – Demographic Data

Total population in Israel: 7,116,000

High number of children, Middle-low socio-economic status

Arabic population, 20%

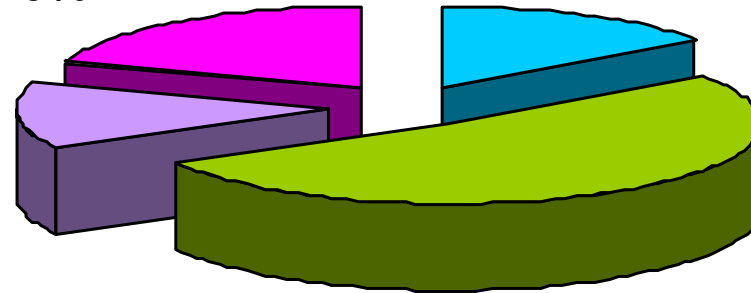
Small number of children, Middle-high socio-economic status

Russian Immigrants, 15%

Small number of children, Middle-high socio-economic status

Religious Israelis, 13%

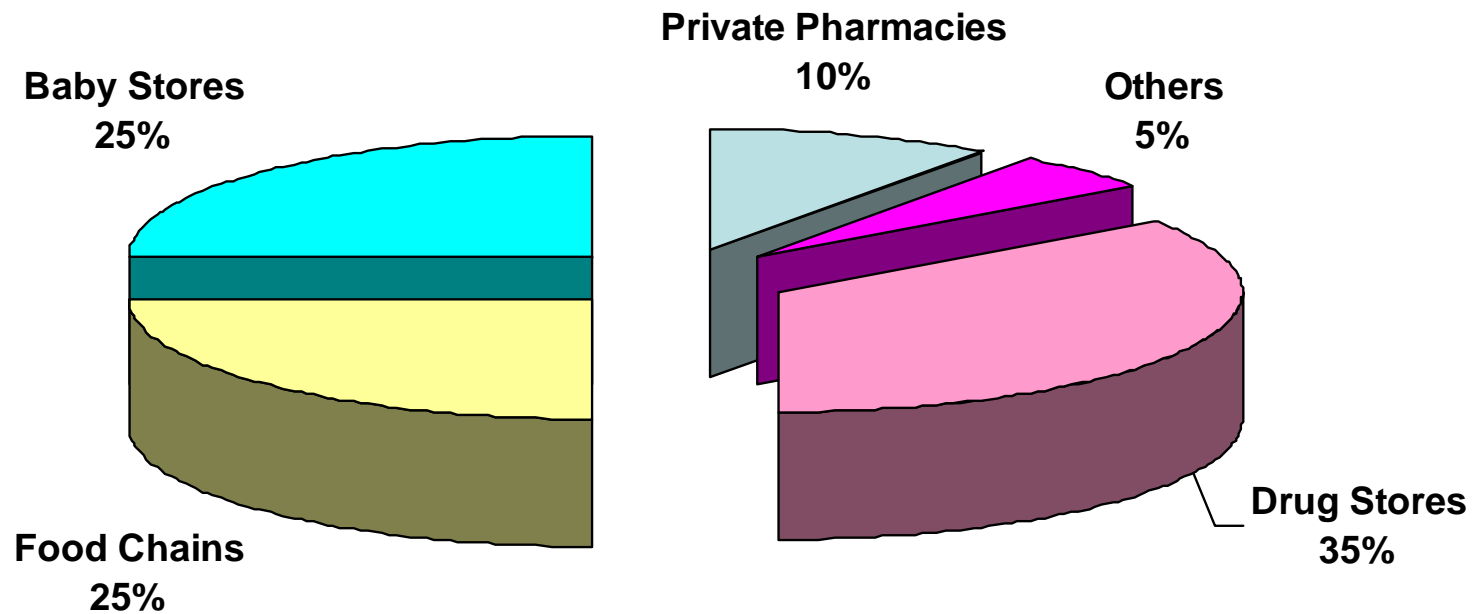
High number of children, Middle-low socio-economic status



Secular Israelis, 52%

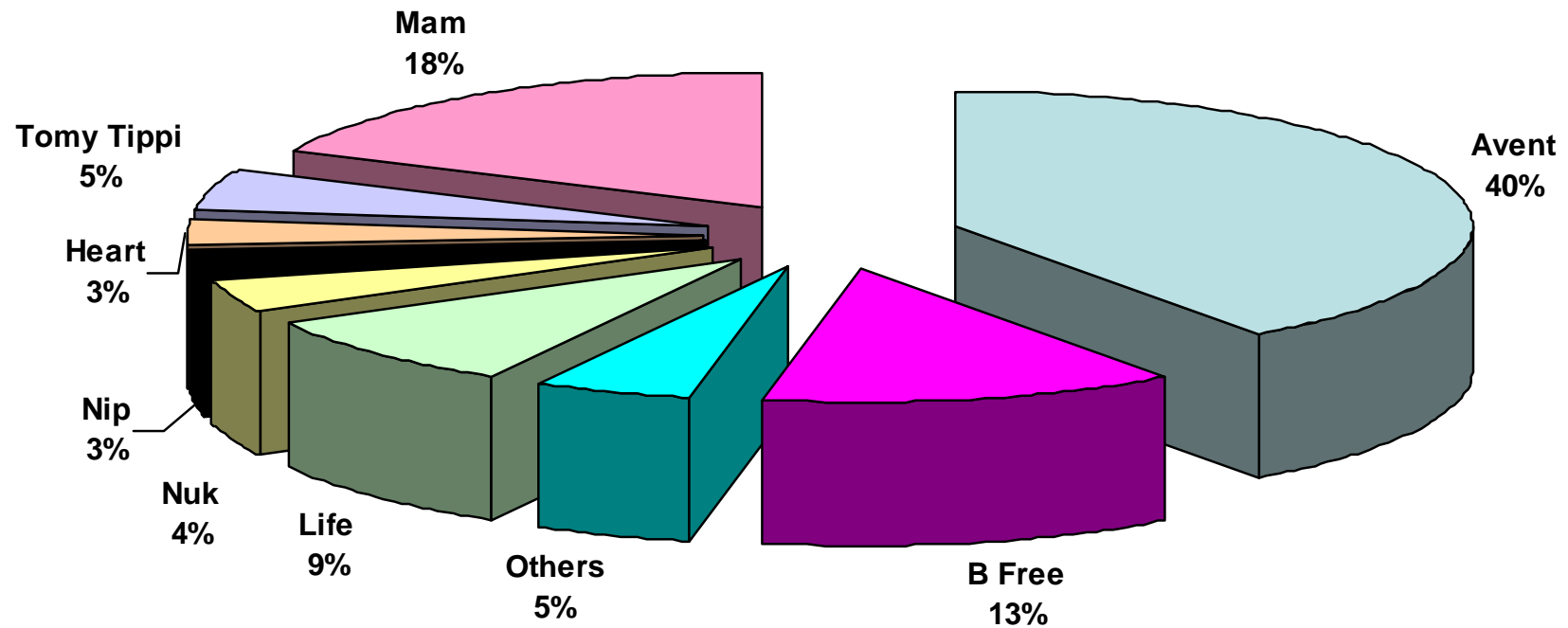
Birth per year: 151,000 (2007)
Children per family: 2.7

Points of Sales for Baby Products



- Based on consumer survey performed by Geocartography, 2007
- Data are based on purchases of bottles and soothers.

Bottles – Market Share Estimations



Comparison Table of Main Bottles

Brand	Price Range	Made of	Nipple	Safety Standards
Avent	26-39.9	Polycarbonate	Silicon	Yes
B-Free	49.90	Polypropylene	Silicon	Yes
Doctor Baby	18.90-19.90	Polycarbonate	Silicon	Yes
Heart	37.99-29.99	Polyester Sulfan	Silicon	Yes
Tomi Tippi	Pair in 95.90	Polycarbonate	Silicon	Yes
Mam	32.99-26.99	Polypropylene	Silicon	Yes
Nip		Polyester Sulfan	Silicon	Yes
Pur	25.9-18	Polycarbonate	Silicon	Yes
Chicco	45-15	Polycarbonate	Silicon/Latex	Yes
Nuk	25-45	Polypropylene	Silicon	Yes

Main Bottles Samples



Bfree



צ'יקו-בקבוק
זכוכית פיזיולוגי



פיור - בקבוק לחיסוי
עצמי



פיור - אנטי קוליק



MAM



סוני טיפי



(HEART) הארט



(AVENT) אוונט



דוקטור בייבי

Why choose poupon?

- My vast experience in marketing and especially in the Israeli babies' products
- My well developed connections with HMOs, leading figures in the babies' products industry, advertising and PR agencies and distributors
- Motesim as a partner, who occupies almost third of the Israeli market will promote the brand, prioritizing it by means of store space, advertising campaigns and vigorous sales, especially pre-birth orders.

Our purpose is to reach every mother and to make our products recognizable in every Israeli home.



- Our focus on baby products
- Our vast experience in this market
- Chemipal's distribution capabilities
- Our advantage in POS in all major chains

Makes poupon your ideal partner in the Israeli market



thank you

poupon